

E C AWARENESS



**AUGUST
30 2000**

Standard  Chartered

SUGGESTED AGENDA

- **What is E-commerce?**
- **Common Terms, Acronyms**
- **Current Trends**
- **E-business in C & IB.**

Audience

- **Are familiar with the Web/ Internet & with Email and WEB surfing .**
- **Want to learn the “basics” of Electronic Commerce**
- **Coming from one of the functional areas in C & IB:**
 - ♦ **Product Development**
 - ♦ **Sales and Marketing**
 - ♦ **Others**

Audience

- **Know this is not a basic course on the Web or Internet .**
- **Know this is not an introductory course on Quantum Leap or Global Business to Business Exchange or other C &IB products or initiatives**
- **Know this is merely a 2 to 2 1/2 hour Awareness Course to introduce you and make you want to learn more about Electronic Commerce**

ELECTRONIC COMMERCE

Background & Definitions

WHAT IS E.C. ?

➤ **ARPA Net** or **Advanced Research Projects Agency** in **1969**

**IS THE BEGINNING DATE FOR THE INTERNET - A MILITARY RESEARCH NETWORK
ESSENTIALLY EMAIL - SMTP**

➤ Gartner Group EC Report Feb 2000

WHAT IS E.C. ?

➤ **ELECTRONIC FUNDS TRANSFER** in 1970s

“EFT”

THE TRANSFER OF FUNDS BY ELECTRONIC MEANS. LIMITED TO MOSTLY LARGE CORPORATIONS AND FI'S.

➤ Gartner Group EC Report Feb 2000

WHAT IS E.C. ?

➤ **ELECTRONIC DATA INTERCHANGE** in 1982

“EDI”

***THE TRANSFER OF STRUCTURED DATA FROM COMPUTER TO COMPUTER BY ELECTRONIC MEANS
USING AN AGREED TO STANDARD***

➤ Gartner Group EC Report Feb 2000

WHAT IS E.C. ?

➤ **WEB OR WORLD WIDE WEB** in 1989 in Switzerland at the Swiss particle research institute

**THE BEGINNING OF THE WEB : INVENTED AT CERN IN 1989 BY TIM BERNERS-LEE OF U.K.
HOOKING UP WEB PAGES USING HTTP**

➤ Gartner Group EC Report Feb 2000

WHAT IS E.C. ?

➤ Then during 1991 Gulf War

TERM CAME INTO USE OF “E-COMMERCE”

ABOUT THE CONCEPT OF BUYING AND SELLING -including paying - ELECTRONICALLY

➤ Gartner Group EC Report Feb 2000

WHAT IS E.C. ?

➤ **ELECTRONIC COMMERCE**

TODAY'S DEFINITION:

Electronic Commerce is an emerging OR *evolving* concept that describes the process of buying and selling or exchanging of products, services, and information via computer networks including the Internet.

- Electronic Commerce: a Business Perspective by Turban /Lee/King and Chung: Prentice Hall Books pub 2000 page 4

WHAT IS E.C. ?

- **“E-Business refers to a broader definition of EC. Not just buying and selling but also servicing customers and collaborating with business partners, and conducting electronic transactions within an organization.”**

➤ Electronic Commerce: a Business Perspective by Turban /Lee/King and Chung: Prentice Hall Books pub 2000 page 4

➤ Electronic Commerce: a Business Perspective by Turban /Lee/King and Chung: Prentice Hall Books pub 2000 page 5

WHAT IS E.C. ?

“E-business is all about cycle time, speed, globalization, enhanced productivity, reaching new customers and sharing knowledge across institutions or competitive advantage”

- Lou Gerstner - IBM's CEO 1997

WHAT IS E.C. ?

**E-Business refers to a broader definition of Electronic Commerce or
BEYOND E COMMERCE - INTERNET-BUSINESS :
TERM USED TO REFER TO ELECTRONIC
BUSINESS CONDUCTED ON THE INTERNET**

➤ Electronic Commerce :Thompson Press :pub 2000: page 389

WHAT IS E.C. ?

ELECTRONIC COMMERCE : **BUSINESS ISSUES**

- **is it real & how to evaluate the magnitude of the business pressures?**
- **what should the company's strategy be towards EC?**
- **what is best way for (company & individuals) to learn EC?**
- **what are ethical, legal, security issues?**

➤ Electronic Commerce: a Business Perspective by Turban /Lee/King and Chung: Prentice Hall Books pub 2000 page 33

BUSINESS CONDUCTED ON THE INTERNET

➤ Electronic Commerce :Thompson Press :pub 2000: page 389

WHAT IS E.C. ?

ELECTRONIC COMMERCE : **KEEPING CURRENT**

- is it important now to continue your EC training and to keep current on EC
- you can do this by seminars,courses, and reading,reading ,reading
- www.upsidetoday.com
- www.educause.com

WHAT IS E.C. ?

ELECTRONIC COMMERCE : KEEPING CURRENT

- **www.gorillasia.com (HK news perspective)**
- **www.chinaonline.com (China news perspective)**
- **www.asia.internet.com (U.S. news perspective)**

TERMS

DE-MYSTIFYING THE E-BUSINESS TERMS AND PROCESSES

TERMS

**TO FIND SIMPLE DEFINITION OF TERMS &
ABBREVIATIONS & ACRONYMS TRY:**

WWW.WEBOPEDIA.COM

WWW.NETLINGO.COM

WWW.ACRONYMFINDER.COM

TERMS

CHANNELS ARE DEFINED AS

**“ THE PROCESS OF MAKING A PRODUCT OR SERVICE
AVAILABLE FOR USE OR CONSUMPTION BY THE CONSUMER
OR A BUSINESS”**

➤ THE E-BUSINESS (R)EVOLUTION by Daniel Amor : HP Books pub 2000 page 37

TERMS

THREE TRADITIONAL CHANNELS:

➤ **1/ FACE-TO-FACE**

➤ **2/ MAIL**

➤ **3/ PHONE**

➤ THE E-BUSINESS (R)EVOLUTION by Daniel Amor : HP Books pub 2000 page 37

TERMS

INTERNET NEW STRATEGIC CHANNEL

- **INTERNET & CELLULAR/ MOBILE PHONES**
- **INTERNET & PERSONAL DIGITAL ASSISTANTS (PDAs) or Palm Pilots**
- **INTERNET &**

TERMS

CONVERGENCE

THE CONVERGENCE OF COMPUTERS AND TRADITIONAL COMMUNICATIONS TECHNOLOGY

e.g. THE CONVERGENCE OF:

VOICE (Cellular Phones)

& DATA (PCs)

WITH THE WEB / INTERNET

TERMS

BROADBAND

- **IS HIGH SPEED INTERNET -**
- **WILL ENABLE VIDEO TO BE STREAMED OVER THE INTERNET , MOVIES, MUSIC VIDEOS TV...**

TERMS

“NEXT GENERATION” G3

- **TRANSMISSION SPEED NEARLY FOUR TIMES FASTER THAN GSM**
- **Example of new standard UNIVERSAL MOBILE TELECOMMUNICATIONS SYSTEM - UMTS**

TERMS

M COMMERCE (Mobile Commerce)

**RECEIVING INTERNET AND WEB
MESSAGES AND WEB PAGES ON YOUR
CELLULAR PHONE, PDA OR PC WITHOUT
THE NECESSITY OF ANY WIRES**

TERMS

PORTALS

- MEANS A DOORWAY OR GATEWAY
- STARTED WITH **WWW.YAHOO.COM**
- A WEB SITE THAT SPECIALIZES IN LEADING YOU TO OTHERS

TERMS

PORTALS

- ***www.globalalliances.com***
- ***www.alibaba.com***
- ***www.MeetChina.com***

TRENDS

**THE CURRENT TRENDS AND
FUTURE POSSIBILITIES ?**

TRENDS

- **M COMMERCE OR MOBILE COMMERCE**
- **CRM OR CUSTOMER RELATIONSHIP
MANAGEMENT**
- **PKI OR PUBLIC KEY INFRASTRUCTURE**

TRENDS

- **“Although some inhibitors exist, the financial industry is embracing Mobile Commerce (M-Commerce or wireless computing) as another means of attracting customers”**

• Gartner Study C&IB Aug 2000

TRENDS

M COMMERCE (Mobile Commerce)

- **WAP OR WIRELESS APPLICATION PROTOCOL**
- **UMS OR UNIFIED MESSAGING SERVICES**
- **iMode**
- **BLUETOOTH**

TRENDS M COMMERCE

WAP : OR WIRELESS APPLICATION PROTOCOL

- **USING WAP ONE CAN ACCESS , USING MOBILE PHONES and PDAs , INTERNET AND SOME WEB PAGES**

www.wap.com and www.wapforum.com

TRENDS M COMMERCE

TEXT TO VOICE

UMS :OR UNIFIED MESSAGING SERVICES

- TECHNOLOGY WHICH CENTRALIZES A USERS E-MAIL, VOICEMAIL AND FAX IN ONE ACCOUNT .
- ALLOWS E-MAIL RETRIEVAL BY PHONE
- IMPORTANT THAT UMS TRANSLATES FROM TEXT TO AUDIO.
- *www.biz.calendar.com or ejazz.com.sg*
- www.2besure.com*

TRENDS M COMMERCE

VOICE TO TEXT

➤ SUBSCRIBERS DIAL A TOLL FREE NUMBER AND USE SPOKEN COMMANDS TO LISTEN TO ANYTHING

➤ *www.TellMe.com*

➤ *www.BeVocal.com*

➤ *www.Quack.com*

TRENDS M COMMERCE

iMode

- **VALUE PROPOSITION IS THAT CLIENT IS CHARGED FOR DATA OR PACKET - NOT AIR TIME**
- **STARTED IN JAPAN BY DoCoMo**
- **“Compact HTML”**

www.nttdocomo.com

TRENDS M COMMERCE

BLUETOOTH

- **AN OLD DANISH KING OR LOW FREQUENCY RADIO?**
- **NEW COMMUNICATIONS PROTOCOL THAT ALLOWS SHORT DISTANCE COMMUNICATIONS**
- **ALLOWS CONNECTIONS TO A WIDE RANGE OF MOBILE DEVICES**
- ***www.bluetooth.com***

TRENDS M COMMERCE

BLUETOOTH

- **ALLOWS DEVICES TO COMMUNICATE VIA RADIO WAVES**
- **WITH A RANGE OF 10 M**
- **OPENING A MYRIAD OF POSSIBILITIES IN WIRELESS INTER-DEVICES COMMUNICATION**

TRENDS CRM

or CUSTOMER RELATIONSHIP MANAGEMENT

Example of web page for reference:

www.saleslogic.com

www.crmguru.com

TRENDS CRM

CRM or CUSTOMER RELATIONSHIP MANAGEMENT

WITH THE INTERNET BETTER CAPABLE OF:

- **TRACKING MOVEMENTS**
- **LOYALTY**
- **ANSWERING INQUIRIES**
- **BUILDING RELATIONSHIP**

TRENDS CRM

- **“.. the traditional banking model does not lend itself well to one of the growing trends in the industry (in both retail and wholesale banking), Customer Relationship Management (CRM).”**
- **“Banks are now starting to capture and manage customer information to (1) enhance relationship management activities and (2) identify new products, delivery channels or new market segments to increase the customer base.”**

Gartner Study C&IB Aug 2000

TRENDS PKI

PKI or Public Key Infrastructure

Is a framework for security and refers to a technology infrastructure and practices for

- enabling public key **encryption**
- and **digital signatures**

The “infrastructure” part is more difficult than the “security” part

TRENDS PKI

PKI

“.... to provide “global trust” lies within Public Key Infrastructure which Gartner believes will become the standard business - to - business e commerce facilitator”

GARTNER STUDY C&IB August 20000

C&IB & E-BUSINESS

WHO ARE WE ?

**HOW DO WE COMPARE WITH
OTHER MAJOR COMPETITORS?**

INTERNET CHANNELS STATUS

Who are we? Channel Management - Product Management, C&IB.

- **Enabler for developing a cost effective, scalable and sharable new electronic channel infrastructure platform for C&IB products and services.**
- **According to e-delivery strategy. Four Key electronic channels:**
 - ♦ **FAX**
 - ♦ **Proprietary Platform**
 - ♦ **Host-to-Host**
 - ♦ **The Internet**

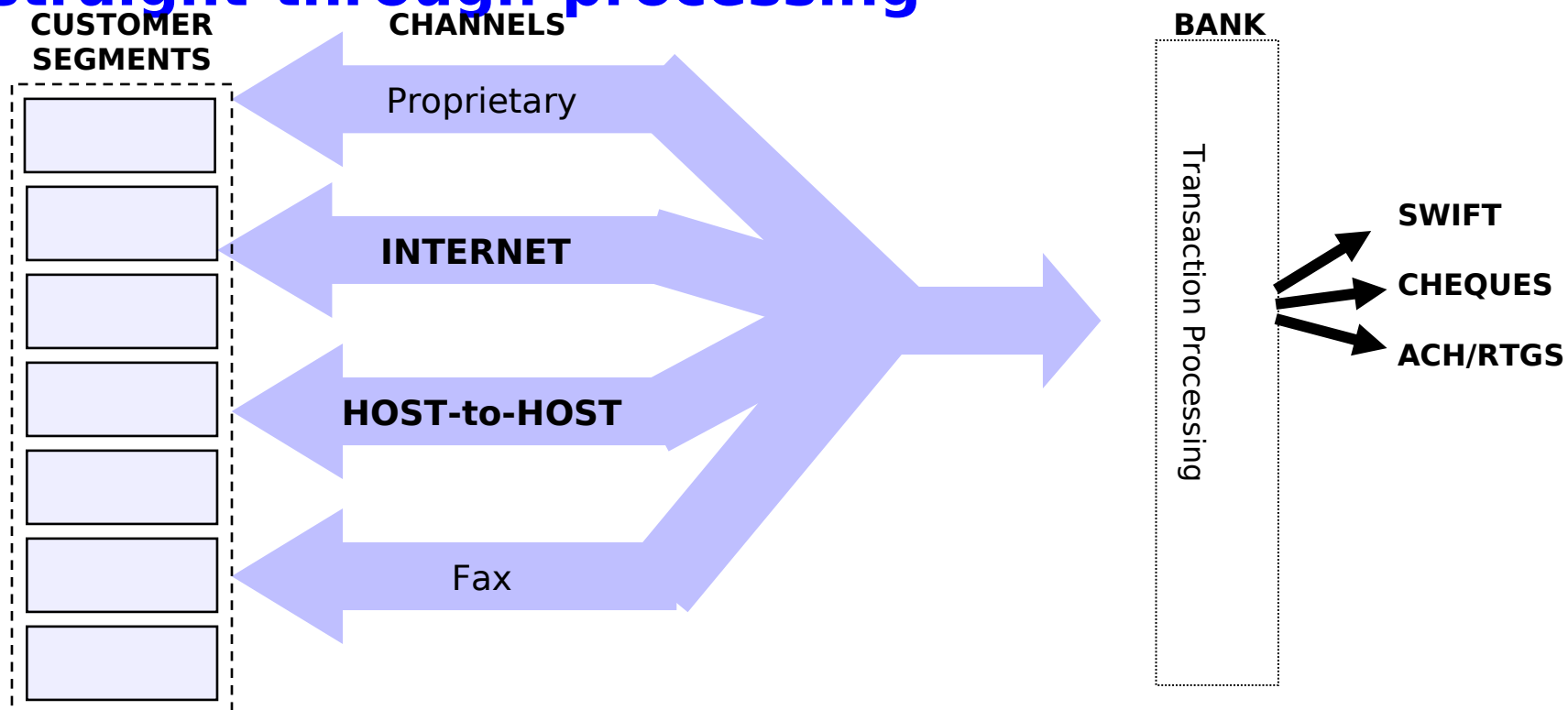
INTERNET CHANNELS STATUS

Internet initiatives within C&IB

- **PSB Internet Reporting**
- **B2BX**
- **Quantum Leap**
- **Internet Delivery Channel (IDC)**
- **PKI - coming**

INTERNET CHANNELS STATUS

C&IB will focus on four channels that will feed into one standardized entry into the bank, facilitating both customer responsiveness and straight-through-processing



INTERNET CHANNELS STATUS

OUR COMPETITORS

- Citibank
- Chase
- HSBC
- ABN Ambro
- and.....
- www.banksite.com

CONCLUSION

**THE INTERNET IS BECOMING THE
PREDOMINANT CHANNEL TO MARKET**

CONCLUSION

ELECTRONIC COMMERCE -

**....."THERE IS MORE THAN A TREND HERE !
THERE IS **INEVITABILITY !!**"**

- WWW.BUSINESSONLINEASIA Aug 2000 p73 Nobukuki Idei President of Sony

Addenda

- Interesting sites : www.7dream.com